

Order / Rev: 696518
 Alt Order #: 06218647
 Flight Dates: 08/06/12 - 08/12/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: 806812

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	08/10/12	08/10/12	M-F 4-5p Ellen Degeneres	CM	4-5p	----F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$150.00		0.00					
E 3	WFMY	08/10/12	08/10/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$80.00		0.00					
E 4	WFMY	08/10/12	08/10/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$160.00		0.00					
E 5	WFMY	08/08/12	08/08/12	Letterman David Letterman	CM	1135p-1235a	--W----	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	--W----		1		\$300.00		0.00					
E 6	WFMY	08/07/12	08/07/12	Late Late Show Late Late Show	CM	1235-135a	-T-----	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-T-----		1		\$40.00		0.00					
E 7	WFMY	08/09/12	08/09/12	M-F 4-5p Ellen Degeneres	CM	4-5p	---T---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	---T---		1		\$150.00		0.00					
E 8	WFMY	08/10/12	08/10/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$350.00		0.00					
E 9	WFMY	08/09/12	08/09/12	CBS This Morning CBS This Morning	CM	8-10a	---T---	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	---T---		1		\$160.00		0.00					
E 10	WFMY	08/11/12	08/11/12	1135-1235a Sat 1235-135a Sat	CM	1235-135a <12:35 PM-1:35 XM>	-----S-	:30	1	\$40.00	P-3	0.00	NM	0	\$0.00
LATE ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		1		\$40.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WFMY	08/06/12-08/12/12		1135-1235a Sat		1235-135a	<12:35 PM-1:35	-----Sa--	:30	(\$40.00)	0.00	NM			
See MG 11.2															
[NA/Oversold]															
E 11	WFMY	08/11/12	08/11/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$390.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		1		\$200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WFMY	08/06/12-08/12/12		News 2 at 6 Saturday		6-630p	-----Sa--	:30		(\$200.00)	0.00	NM			
See MG 11.2															
[Prgm Change] PGA Golf															
2	WFMY	08/11/12-08/11/12		PGA Championship		2-7p	-----Sa--	:30		\$390.00	0.00	NM			
Ⓜ MG for 10.1,12.1,11.1															
E 12	WFMY	08/11/12	08/11/12		CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 41	WFMY	08/08/12	08/08/12	CBS This Morning CBS This Morning	CM	8-10a	-- W- - - -	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/06/12	08/12/12	-- W- - - -			1		\$80.00		0.00					
E 42	WFMY	08/08/12	08/08/12	CBS This Morning CBS This Morning	CM	8-10a	-- W- - - -	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/06/12	08/12/12	-- W- - - -			1		\$160.00		0.00					
													Totals	34	\$8,115.00